



Tom Barrett
Mayor, City of Milwaukee

July 19, 2004

Martha Brown
Acting Commissioner
Department of City Development
809 Building – Second Floor
City of Milwaukee

Dear Acting Commissioner Brown:

As you and I have discussed, one of the keys to successful neighborhood economic development is collaboration and partnership with local corporations, foundations and other stakeholders who share our concern about the future health and well-being of our community and its residents. The private sector will be more likely to invest in programs that are well thought-out, ensure accountability and involve diverse elements of our community.

I have found that Main Street Milwaukee not only incorporates a true public/private partnership but also embraces the key elements of a successful commercial district revitalization program, such as accountability, capacity-building of community residents and business owners, concentration of resources, and a competitive application process. The proposed Main Street Milwaukee program has my full support, and I will continue to push for adoption of Main Streets this year so that we can hit the ground running to strengthen our commercial corridors in 2005.

For that reason, I am directing you to apply for Community Development Block Grant Funds for the implementation of Main Street Milwaukee for 2005. The amount of funds requested should cover the costs of DCD administrative support for one full-time staff person to oversee and manage the implementation of Main Street Milwaukee and \$70,000 in operating support for each designated Main Street Milwaukee district.

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If you have any questions please feel free to contact me or Frank Cumberbatch of my staff at 286-3467.

Sincerely,

A handwritten signature in cursive script, appearing to read "Tom Barrett".

Tom Barrett
Mayor

cc. Alderman Willie Hines
Alderman Joe Davis
Members, CED Committee